

Rep Order# 9818242 Ver# 3 Status Revised  
EC'd No

Traffic Order#

Printed: 09/13/2012 1:44 PM  
Last Received: 09/13/2012 11:21 AM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product ROMNEY 4 PRESIDENT  
Estimate# 81  
Buyer STEPHANIE KINCAID  
Phone#  
Fax#

56241  
Agency ( ) AMERICAN RAMBLER PRODUCTION  
138 CONANT ST  
BEVERLY, MA 01915  
Agency C/P1/P2/E //81  
Flight Dates 09/14/2012 - 09/18/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED LINES 20,22-23. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*20	SA	8P-9P	CRIMETIME	:30	\$1,000.00	09/15-09/15	1 P2	1	1	\$1,000.00	
				Sales Remark: V3 TP CHG								
				V3 Time Changed, Comment Changed								
	*22	SU	9A-930A	NEWS	:30	\$450.00	09/16-09/16	1 P2	1	1	\$450.00	
				Sales Remark: V3 DTE CHG								
				V3 More than 2 codes changed								
	*23	SU	930A-10A	NEWS	:30	\$450.00	09/16-09/16	1 P2	1	1	\$450.00	
				Sales Remark: V3 DTE CHG								
				V3 More than 2 codes changed								

---REPORT TOTALS---

Report Totals: 3 / \$1,900.00

---SALES MONTHLY TOTALS---

Sep 12: 42 / \$53,750.00

Sales Totals: 42 / \$53,750.00

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Station Totals: 42 / \$53,750.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$175,711	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	36%
		WKRC	30%	WLWT	22%	WSTR	0%	WXIX	11%		

Books null  
Demos RA35+

Rep Order# 9818242 Ver# 1 Status New  
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--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	F,M-TU	6A-630A	NEWS	:30	\$450.00	09/14-09/18	2 P2	1	2	\$900.00	
	2	F,M-TU	630A-7A	NEWS	:30	\$450.00	09/14-09/18	2	1	2	\$900.00	
	3	F,M-TU	7A-8A	EARLY SHW	:30	\$225.00	09/14-09/18	2 P2	1	2	\$450.00	
	4	F,M-TU	8A-9A	EARLY SHW	:30	\$225.00	09/14-09/18	2	1	2	\$450.00	
	5	F,M-TU	11A-12P	PRICE	:30	\$450.00	09/14-09/18	2 P2	1	2	\$900.00	
	6	F,M-TU	12P-1230P	NEWS	:30	\$500.00	09/14-09/18	2 P2	1	2	\$1,000.00	
	7	F,M-TU	5P-530P	NEWS	:30	\$750.00	09/14-09/18	2 P2	1	2	\$1,500.00	
	8	F,M-TU	530P-6P	NEWS	:30	\$800.00	09/14-09/18	2 P2	1	2	\$1,600.00	
	9	F,M-TU	6P-630P	NEWS	:30	\$900.00	09/14-09/18	2 P2	1	2	\$1,800.00	
	10	F,M-TU	730P-8P	ET	:30	\$850.00	09/14-09/18	2 P2	1	2	\$1,700.00	
	11	F,M-TU	11P-1135P	NEWS	:30	\$1,800.00	09/14-09/18	2 P2	1	2	\$3,600.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	12	TU	8P-9P	NCIS	:30	\$3,500.00	09/18-09/18	1 P2	1	1	\$3,500.00	
	13	TU	9P-10P	NCIS LA	:30	\$3,000.00	09/18-09/18	1 P2	1	1	\$3,000.00	
	14	F	10P-11P	BLUE	:30	\$2,500.00	09/14-09/14	1 P2	1	1	\$2,500.00	
	15	SA	6A-7A	NEWS	:30	\$225.00	09/15-09/15	1 P2	1	1	\$225.00	
	16	SA	7A-8A	NEWS	:30	\$225.00	09/15-09/15	1 P2	1	1	\$225.00	
	17	SA	8A-9A	NEWS	:30	\$350.00	09/15-09/15	1 P2	1	1	\$350.00	
	18	SA	9A-10A	NEWS	:30	\$350.00	09/15-09/15	1 P2	1	1	\$350.00	
	19	SA	6P-630P	NEWS	:30	\$450.00	09/15-09/15	1 P2	1	1	\$450.00	
	20	SA	9P-10P	CRIMETIME	:30	\$1,000.00	09/15-09/15	1 P2	1	1	\$1,000.00	
	21	SA	11P-1130P	NEWS	:30	\$1,800.00	09/15-09/15	1 P2	1	1	\$1,800.00	
	22	SA	9A-930A	NEWS	:30	\$450.00	09/15-09/15	1 P2	1	1	\$450.00	
	23	SA	930A-10A	NEWS	:30	\$450.00	09/15-09/15	1 P2	1	1	\$450.00	
	24	SU	10A-1030A	NEWS	:30	\$450.00	09/16-09/16	1 P2	1	1	\$450.00	
	25	SU	1030A-11A	FACE NATION	:30	\$400.00	09/16-09/16	1 P2	1	1	\$400.00	
	26	SU	1P-4P	BENGALS	:30	\$15,000.00	09/16-09/16	1 P2	1	1	\$15,000.00	
	27	SU	630P-7P	NEWS	:30	\$800.00	09/16-09/16	1 P2	1	1	\$800.00	
	28	SU	7P-8P	60 MIN	:30	\$2,500.00	09/16-09/16	1 P2	1	1	\$2,500.00	

change to Sat 8-9P

change to Sun

change to Sun

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	29	SU	9P-10P	GOOD WIFE	:30	\$2,200.00	09/16-09/16	1 P3	1	1	\$2,200.00	
	30	SU	10P-11P	MENTALIST	:30	\$1,500.00	09/16-09/16	1 P3	1	1	\$1,500.00	
	31	SU	11P-1135P	NEWS	:30	\$1,800.00	09/16-09/16	1 P2	1	1	\$1,800.00	

---REPORT TOTALS---

Report Totals: 42 / \$53,750.00

---SALES MONTHLY TOTALS---

Sep 12: 42 / \$53,750.00

Sales Totals: 42 / \$53,750.00

Station Totals: 42 / \$53,750.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$175,711	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPC	36%
		WKRC	30%	WLWT	22%	WSTR	0%	WXIX	11%		

Books null  
Demos RA35+

# Spot Manager: All, 09/14/12-09/18/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 56241												
Line: 1												
09/17/12	Monday		:30	\$450.00		6a Good Morn Cincinna (6:00:00 AM-6:30:00 A	ROMNEY 4 PRESIDENT 81		P-2		2	MWASH-
09/18/12	Tuesday		:30	\$450.00		6a Good Morn Cincinna (6:00:00 AM-6:30:00 A	ROMNEY 4 PRESIDENT 81		P-2		1	MWASH-
											2	
Line: 2												
09/14/12	Friday	5:43:36 AM	:30	\$450.00		6a Good Morn Cincinna (6:30:00 AM-7:00:00 A	ROMNEY 4 PRESIDENT 81		P-2		2	MWASH-
09/18/12	Tuesday		:30	\$450.00		6a Good Morn Cincinna (6:30:00 AM-7:00:00 A	ROMNEY 4 PRESIDENT 81		P-2		1	MWASH-
											2	
Line: 3												
09/14/12	Friday	5:58:55 AM	:30	\$225.00		CBS This Morning (7:00:00 AM-8:00:00 A	ROMNEY 4 PRESIDENT 81		P-2		2	MWASH-
09/17/12	Monday		:30	\$225.00		CBS This Morning (7:00:00 AM-8:00:00 A	ROMNEY 4 PRESIDENT 81		P-2		1	MWASH-
											2	
Line: 4												
09/17/12	Monday		:30	\$225.00		CBS This Morning (8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 81		P-2		2	MWASH-
09/18/12	Tuesday		:30	\$225.00		CBS This Morning (8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 81		P-2		1	MWASH-
											2	
Line: 5												
09/17/12	Monday		:30	\$450.00		The Price is Right 11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT 81		P-2		2	MWASH-
09/18/12	Tuesday		:30	\$450.00		The Price is Right 11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT 81		P-2		1	MWASH-
											2	
Line: 6												
09/17/12	Monday		:30	\$500.00		Local 12 News at Noon 12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 81		P-2		1	MWASH-
09/18/12	Tuesday		:30	\$500.00		Local 12 News at Noon 12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 81		P-2		2	MWASH-
											2	
Line: 7												
09/17/12	Monday		:30	\$750.00		5p Local 12 News at Fiv (5:00:00 PM-5:30:00 P	ROMNEY 4 PRESIDENT 81		P-2		2	MWASH-
09/18/12	Tuesday		:30	\$750.00		5p Local 12 News at Fiv (5:00:00 PM-5:30:00 P	ROMNEY 4 PRESIDENT 81		P-2		1	MWASH-
											2	
Line: 8												
09/17/12	Monday		:30	\$800.00		5p Local 12 News at Fiv (5:30:00 PM-6:00:00 P	ROMNEY 4 PRESIDENT 81		P-2		2	MWASH-
09/18/12	Tuesday		:30	\$800.00		5p Local 12 News at Fiv (5:30:00 PM-6:00:00 P	ROMNEY 4 PRESIDENT 81		P-2		1	MWASH-
											2	
Line: 9												
09/17/12	Monday		:30	\$900.00		6p Local 12 News at Six 6:00 PM-6:30 PM	ROMNEY 4 PRESIDENT 81		P-2		2	MWASH-
09/18/12	Tuesday		:30	\$900.00		6p Local 12 News at Six 6:00 PM-6:30 PM	ROMNEY 4 PRESIDENT 81		P-2		1	MWASH-
											2	
Line: 10												
09/17/12	Monday		:30	\$850.00		M-F 730p-8p 7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 81		P-2		2	MWASH-
09/18/12	Tuesday		:30	\$850.00		M-F 730p-8p 7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 81		P-2		1	MWASH-

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 09/14/12-09/18/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 56241												
Line: 10												
				\$1,700.00							2	
Line: 11												
09/17/12	Monday		:30	\$1,800.00		11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 81		P-2	2	MWASH
09/18/12	Tuesday		:30	\$1,800.00		11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$3,600.00							2	
Line: 12												
09/18/12	Tuesday		:30	\$3,500.00		Tue Reg 1	8:00 PM-9:00 PM	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$3,500.00							1	
Line: 13												
09/18/12	Tuesday		:30	\$3,000.00		Tue Reg 2	9:00 PM-10:00 PM	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$3,000.00							1	
Line: 14												
09/14/12	Friday		:30	\$2,500.00		Fri Reg 3	10:00 PM-11:00 PM	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$2,500.00							1	
Line: 15												
09/15/12	Saturday	5:58:50 AM	:30	\$225.00		6a-8a Local 12 News Sat	6:00:00 AM-7:00:00 AM	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$225.00							1	
Line: 16												
09/15/12	Saturday	5:57:11 AM	:30	\$225.00		6a-8a Local 12 News Sat	7:00:00 AM-8:00:00 AM	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$225.00							1	
Line: 17												
09/15/12	Saturday	7:57:41 AM	:30	\$350.00		CBS This Morning Satur	8:00:00 AM-9:00:00 AM	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$350.00							1	
Line: 18												
09/15/12	Saturday	7:04:08 AM	:30	\$350.00		CBS This Morning Satur	9:00:00 AM-10:00:00 AM	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$350.00							1	
Line: 19												
09/15/12	Saturday		:30	\$450.00		6pm Local 12 News Sat	6:00 PM-6:30 PM	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$450.00							1	
Line: 20												
09/15/12	Saturday	5:58:56 PM	:30	\$1,000.00		Sat Reg 1	8:00 PM-9:00 PM	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$1,000.00							1	
Line: 21												
09/15/12	Saturday	1:04:50 PM	:30	\$1,800.00		11p M-Su Local 12 New	11:00:00 PM-11:30:00 PM	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$1,800.00							1	
Line: 22												
09/16/12	Sunday	1:17:45 AM	:30	\$450.00		CBS Sun Morning	9:00:00 AM-9:30:00 AM	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH

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Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 56241												
Line: 22												
				\$450.00							1	
Line: 23												
09/16/12	Sunday	3:35:00 AM	:30	\$450.00		CBS Sun Morning	(9:30:00 AM-10:00:00	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$450.00							1	
Line: 24												
09/16/12	Sunday	5:53:19 AM	:30	\$450.00		CBS Sun Morning	(10:00:00 AM-10:30:00	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$450.00							1	
Line: 25												
09/16/12	Sunday	5:58:46 AM	:30	\$400.00		Face the Nation	10:30 AM-11:00 AM	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$400.00							1	
Line: 26												
09/16/12	Sunday		:30	\$15,000.00		Bengals vs Cleveland	(1:00:00 PM-4:00:00	PROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$15,000.00							1	
Line: 27												
09/16/12	Sunday		:30	\$800.00		630p Local 12 News Su	6:30 PM-7:00 PM	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$800.00							1	
Line: 28												
09/16/12	Sunday		:30	\$2,500.00		Sun Reg 1	7:00 PM-8:00 PM	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$2,500.00							1	
Line: 29												
09/16/12	Sunday	7:19:27 PM	:30	\$2,200.00		Sun Reg 3	(9:00:00 PM-10:00:00	ROMNEY 4 PRESIDENT 81		P-3	1	MWASH
				\$2,200.00							1	
Line: 30												
09/16/12	Sunday	7:28:45 PM	:30	\$1,500.00		Sun Reg 4	10:00 PM-11:00 PM	ROMNEY 4 PRESIDENT 81		P-3	1	MWASH
				\$1,500.00							1	
Line: 31												
09/16/12	Sunday	11:26:37 PM	:30	\$1,800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 81		P-2	1	MWASH
				\$1,800.00							1	
				\$53,750.00							42	
				\$53,750.00							42	
				\$53,750.00							42	
				\$53,750.00							42	
				\$53,750.00							42	

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